

3. COLOURS

CORPORATE COLOUR

Würth Red

Pantone 1795
HKS 14
CMYK 0/100/100/0
RGB 204/0/0
Web CC0000
RAL 3020

PRIMARY COLOURS

Würth Black

Pantone Process Black
CMYK 0/0/0/100
RGB 0/0/0
Web 000000
RAL 9017

Würth Dark Grey

Pantone 424
CMYK 0/0/0/70
RGB 96/93/92
Web 605D5C
RAL 7043

Würth Grey

Pantone 422
CMYK 0/0/0/40
RGB 149/149/149
Web 959595
RAL 7042

Würth Light Grey

Pantone 427
CMYK 0/0/0/10
RGB 222/222/222
Web DEDEDE
RAL 7047

Würth White

CMYK 0/0/0/0
RGB 255/255/255
Web FFFFFFFF
RAL 9016

HIGHLIGHTING COLOURS



Würth Cyan

Pantone Process Cyan
CMYK 100/0/0/0
RGB 0/147/221
Web 009EE0



Würth Green

Pantone 390
CMYK 22/0/100/8
RGB 186/196/5
Web B9C900

When combined, our colours convey the strength and quality of our brand and create our characteristic look. This is why it is essential that they be used consistently in all applications. Würth Red and our primary colours are used to create striking background areas. Würth Red, black and white are also used for typography. Our highlighting colours cyan and green are only used for inserts, tables and charts. To ensure that the colours always have a consistent appearance, the sRGB IEC 61966-1.2 profile should be used when creating or editing RGB files.